PLUS
NCTA '84
Photo Wrap

- High Court ruling curbs state, local reg powers
- FCC affirms pole attachment rights of Wis. op
- MTV, NICK in $82 million public offering
- TV dealers fight N.C. op's scrambling

CableVision™

The news and features weekly of the cable television industry

July 2, 1984

CableVision

This Week in Cable, pages 16-25

July 2, 1984, Volume 9, Number 44

HANDS OFF CABLE, COURT SAYS

The Supreme Court unanimously ruled the state of Oklahoma cannot require that cable operators remove wine and liquor ads from imported television stations. The decision, which broadly asserted the authority of the FCC to regulate cable television, was hailed as a major victory for the cable industry over local and state controls, and appeared to further weaken support for cable legislation, expected to be voted on this week.

ESPN BLOCKS TURNER'S USFL BID

ESPN will continue covering the United States Football League for the next three years, under an agreement reached with the league last week. The network held off a $62 million bid by Turner Broadcasting for exclusive USFL cable coverage.

MTV, NICK: PART PUBLIC FOR BUCKS

MTV and Nickelodeon are going one-third public in a move designed to raise at least $82 million. MTV Networks Inc., a new corporate entity, has filed for an initial public offering of more than 5 million shares of common stock. Parents Warner Communications and American Express plan to retain 66 percent of the new company's equity and 91 percent of the voting control.

PALO ALTO GETS DOWN TO BIZ

The city of Palo Alto will begin negotiations shortly with two private bidders for this city's 100,000 homes-passed franchise. Pacific Bell, which had wanted to build the system, could still forge a deal with one of the private companies.

PROGRAMMING 27

Two series premiering on The Learning Channel over the next year will be devoted to independently produced films and videos on public affairs and cultural topics. The selection of product for the programs will be made this week.

MARKETING/ADVERTISING 32

Cable-ready TV sales are still a hot issue in beleaguered Raleigh, N.C., where the cable company is tired of making headlines. TV dealers think American Cablevision should unscramble all its signals except basic.

BUSINESS 61

TCI President John Malone, at an annual meeting in Denver, plans to stick to his plain-vanilla philosophy even as the company moves into new turf: the big city environments of Pittsburgh, Chicago and St. Louis.

GOVERNMENT & LAW 66

The FCC last week ordered Wisconsin Bell to continue to provide pole attachments to RVS Cable Corp., which has been battling the BOC over the right to provide cable service in Brookfield, Wis.

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NCTA '84: Looking ahead, a pictorial look back

This week's *CableVision Plus* is devoted to Senior Editor Fred Dawson's impression of the recent fete, and how what transpired in Las Vegas may affect the industry in coming months and years. Also, photographers Rhoda Pollock and Val DeWald provide a pictorial wrap-up of the convention, the programming conference and related happenings.

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About the cover

Rhoda Pollock captured this impressionistic look at one portal through which NCTA '84 attendees passed.

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BPA

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since May 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)
Gilbert—negotiating with Masada Corp. (3,000 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—proposals from Buena Vision Telecommunications and Falcon Communications
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp. for operation of city owned system (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc.; award expected by 7/84 (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV; award expected 5/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc.; award expected 6/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes). Area II award to Group W (217,000 homes). Area III award to Group W (193,000 homes). Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) 6,000 homes); Area V to Continental Cablevision (188,000 homes)
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes)
Elmwood Park—RFP issued (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—award to Centel 7/2/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diagnol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI; award expected 6/84 (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—only proposal submitted by United Cable; award expected by 7/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—preliminary award to Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP issued (43,000 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—Campbell Communications denied award; Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—proposals from United Cablevision and Massachusetts Cablevision Systems Inc. (1,200 homes)
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes)
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)

CABLE STATS

Shirley—proposals submitted by United CableVision and Mashoba Communications (1,827 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co; award expected 6/84 (2,000 homes)
Stow—only proposal received from Adams Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—award to Worster Cablevision Inc. 4/9/84 (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review; award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams Russell 12/83 (1,000 homes)
Weston—proposals received from Adams Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision; Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV
Jerome Township—award to Whitney Cablevision
Lake Orion—negotiating with Tribune United (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system: Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—proposals received from North American, Valley View and Dowden Communications (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Prairie Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes)
Menahga—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Lone Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Prairie—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waccnia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—award to Harron Communications 3/27/84 (2,500 homes)
Sandown—proposals received from Harron Co. and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plan municipal ownership; RFP issued for operation (55,000 homes)

New York
Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award; future uncertain
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable and Vision Cable—Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—proposal from Community Cable Services (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes)

North Carolina
Camden County—award to Cable East 5/7/84
Jackson—negotiating with Cable South Inc. (400 homes)
Pamlico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—preliminary award to Oberlin Cable Co-Op (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas; RFPs have been reissued for the four areas with a deadline for 7/2/84 (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—award to Berryville TV Cable Co. 4/17/84 (500 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wanato, Zilah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP; outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas: 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas: Area I-FP; Areas II, III, IV, V-FG
4	Philadelphia	City is divided into N,S,E,W-RP; additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP); 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc.